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Editorial

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Welcome to the second issue of the fourth volume. We would like to invite you to contribute to the free online conference called 3rd Nordic International Business, Export Marketing, International Entrepreneurship and Tourism Conference 2021, which will be held online on ZOOM during 6th to 7th November 2021. The conference is sponsored by the *International Journal of Export Marketing* and *Nordic Journal of Tourism*, which both offer special issues for this event.

This issue includes five papers in the field of export marketing, international business and international entrepreneurship. The five papers are summarised in the following paragraphs. The first paper investigates the influence of institutional void on the development of the entrepreneurial ecosystem. The second paper aims to develop a new approach to analysing sustainability as market contingent export behaviour. This study is an academic exercise that seeks to develop an analytical framework to demonstrate sustainable exports as a market embedded inter-organisational function. The influences of this investigation include institutional economics and sociology. The third paper aims to investigate the effect of institutional distance on market expansion. This study focuses on two dependent variables, export and foreign direct investments (FDI) from the USA. The fourth paper investigates the different perceptions of customers of McDonald's fast-food restaurant in relation to awareness, popularity, value for money, amenities, services, and lifestyles moderated by demographics between two country cultures, namely India and the USA. Finally, the fifth paper, through investigating the impact of institutional forces, aims to evaluate why exporting is still the main mode of international business from emerging economies.

In the first paper, Rakib, Masroor, Nabi and Alam, based on primary data collected from 107 IT entrepreneurs of Bangladesh, demonstrate that the institutional void influences the development of the entrepreneurial ecosystem. The study reveals that four out of five hypotheses developed in this study are confirmed and are found to be influenced by institutional void. However, 'connectivity' is found not to be influenced by institutional void. The findings of this paper add to the existing literature confirming that a new dimension exists in the entrepreneurial ecosystem.

In the second study by Engelseth and Glavee-Geo, the developed framework guides investigation of three published case studies of exporting behaviour. In this study, the authors re-tell the narratives following this alternative framework. New insight on each case study includes considerations of sustainability as well as exporting as an emergent exchange process. Additionally, this framework gives guidance to a new research agenda on the topic of sustainable export.

In the third study, Budeva and Torres-Baumgarten, based on a cross-sectional time-series analysis, test the influence of institutional factors on exports and FDI. This study, based on a time frame from 1999 to 2005, and a sample 44 countries and 250 US firms, reveals that the dimensions of the institutional environment have an effect on both exporting and FDI activity between two countries. The regulative, normative, and cultural dimensions of the institutional environment vary in importance across exporting and FDI. Of the three, culture turns out to be the most significant. Their framework allows companies to classify markets with regards to these macro variables and then to investigate international expansion opportunities.

The study by Srivastava, Manimoy and Bhanot, based on interviews through the intercept technique in India, and in the USA through interviews, reveals that there is a significant difference between Indian customers and US customers in their perception of value for money, amenities, lifestyle, service, and the classiness of the global fast-food

restaurant – McDonald's. The study was based on two theories, namely consumer culture theory and social exchange theory, which gave insights into the customers' perceptions towards a global brand – McDonald's. Finally, the study developed a combination of two theories into a new theory – CCSET – to explain the difference between two groups of consumers.

Finally, the study by Hoque, Zaman and Bose, based on the ready-made garments (RMG) industry of Bangladesh, and the elements of regulatory, cognitive and normative dimensions of institutions developed by Richard W. Scott, reveals that international firms from emerging economies opted for exporting as a mode of international business mainly due to institutional voids in regulatory dimension. Furthermore, the study highlights that complexities in regulations and bureaucracies are identified as major influencing factors. Institutional voids resulting from cultural-cognitive and normative dimensions have a lesser effect on choosing international business modes of exporting. This research contributes to the existing literature on institutional theory.

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